SUGGESTED REFERENCES

IN

EDUCATIONAL TELEVISION

OCTOBER 1954

JOINT COMMITTEE ON EDUCATIONAL TELEVISION
1785 Massachusetts Avenue, N.W., Washington 6, D.C.

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CONNECTICUT
State Parent Teachers' Association

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University of Miami; Radio, TV, Film Department

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ILLINOIS, Evanston
Northwestern University

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INDIANA, Lafayette
Purdue University

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IOWA, Ames
Iowa State College

Davis, James (Audience Development Coordinator, WOI-TV): AUDIENCE RESPONSES TO FOUR EDUCATIONAL TELEVISION PROGRAMS, study of programs of widely diversified types of education: Iowa TV Schooltime, Your Home Hour, Psychology 204, Down to Earth.

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THE WOI-TV AUDIENCE. A report of a survey of householders living within the

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LOUISIANA, New Orleans
Greater New Orleans Educational Television Foundation

SURVEY AND PLAN FOR EDUCATIONAL TELEVISION IN THE NEW ORLEANS AREA, July 15, 1954

MASSACHUSETTS, Boston

Whan, Dr. Forest L.(University of Wichita): BOSTON TRADE AND DISTRIBUTION AREA RADIO AND TELEVISION AUDIENCE. A study of the radio-television listening habits and preferences of adults in the Boston Trade and Distribution Area which includes 12 counties in Southern Maine, all of New Hampshire, 6 counties in Vermont and most of Massachusetts. January 1952. Copyrighted by Westinghouse Radio Stations, Inc.

MICHIGAN, Ann Arbor
University of Michigan

UNIVERSITY OF MICHIGAN TELEVISION HOUR, 1950-51-52, prepared by Television Office, August 1952.

MINNESOTA, Minneapolis
Minneapolis Public Schools

Long, Madeline S.: VIDEO SCHOOL, Report of television in the public schools in cooperation with WTCN-TV, Winter 1951, when the schools were closed for three weeks. Daily telecasts of 1½ to 2 hours presented.

NEW JERSEY, Trenton
New Jersey Commission on Educational Television

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New Jersey State Teachers College

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1. To what extent is the television camera able to capture the qualities of the outstanding teacher?
2. Will teachers who are selected solely because of their superior performance in the classroom teach successfully in the studio, or does tele-

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3. How can the intercommunication aspects of learning and teaching be preserved when television is used extensively in the classroom?

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Board of Education of New York City

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University of Cincinnati

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OHIO, Cincinnati
Xavier University

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Franklin County Television Committee

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PENNSYLVANIA, Philadelphia
Philadelphia Public Schools

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PENNSYLVANIA, State College
Pennsylvania State College

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RHODE ISLAND, Providence
Brown University

AN EVENING ON COLLEGE HILL, report of a series presented over WJAR-TV, weekly, from November 1952 to May 1953.

TEXAS, Houston
Houston Public Schools

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TEXAS, Houston
Houston Independent School District

Wigren, Harold E.: PUBLIC SCHOOL PLANNING FOR EDUCATIONAL TELEVISION, A resume of activities to date with recommendations for action. January 1953.

VIRGINIA, Falls Church
St. James Parish

SUGGESTIONS FOR CONDUCTING A TELEVISION SURVEY, and FINDINGS OF ST. JAMES PARISH COUNCIL TELEVISION SURVEY. Parents of St. James Parish conducted surveys the second of which was drafted around the TV Code of the "Seal of Good Practice". Questionnaire was sent to 1,000 families; 700 answers received. Reports available from National Council of Catholic Women, 1312 Massachusetts Ave., NW, Washington 5, D.C.

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LIST OF SELECTED RADIO AND TELEVISION NETWORK PROGRAMS, January 1953.

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Michigan State College, East Lansing, Michigan

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National Association of Educational Broadcasters, Urbana, Illinois

Smythe, Dallas W.: NEW YORK TELEVISION. Comparison of January 4-10, 1951 and January 4-10, 1952. Monitoring Studies #1 and #4. August 1952.

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Stasheff, Edward: THE FIRST NAEB TV PRODUCTION WORKSHOP. An account of its lectures, demonstrations, procedures, and projects. August 28-September 18,

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Purdue Opinion Panel: FOUR YEARS OF NEW YORK TELEVISION, 1951-54, Monitoring Study #7, June 1954.

National Association of Radio and Television Broadcasters, Washington, D.C.

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SURVEY OF TELEVISION STATIONS PROVIDING DATA ABOUT NON-NETWORK PROGRAMMING IN THE PUBLIC INTEREST, 1954.

National Citizens Committee for Educational Television, Washington, D.C.

TALES OF SEVEN CITIES ... AND OF VIDEO THAT TEACHES

A NEW OPPORTUNITY FOR TELEVISION IN YOUR COMMUNITY

New York State Audio-Visual Council, Albany, New York

University of State of New York Press: TELEVISION - EDUCATION'S GREATEST CHALLENGE, three addresses presented at the summer meeting of the Council, July 13, 1951, Rochester, by Lewis A. Wilson, I Keith Tyler, and Kenneth G. Bartlett.

Public Affairs Committee, New York, New York

Mabley, Jack: WHAT EDUCATIONAL TV OFFERS YOU, February 1954, Public Affairs Pamphlet No. 203. Development of educational television and why it is worthy of your support.

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EDUCATIONAL TELEVISION STUDY, in the use of television for Quartermaster training, February 11, 1954.

Southern Regional Education Board, Atlanta, Georgia

Anderson, Robert C.: REGIONAL COOPERATION IN EDUCATIONAL TELEVISION, a report of the Southern Regional Project in Educational Television, October-December 1952.

U.S. Navy Special Devices Center, Port Washington, New York

Rock, Robert T. Jr.; Duva, James S.; and Murray, John E.: TRAINING BY TELEVISION, a study in learning and retention by Army Field Force reservists trained by television, undertaken by Fordham University.

Rock, Duva and Murray: TRAINING BY TELEVISION, The comparative effectiveness of instruction by television, television recordings, and conventional classroom procedures, done by Fordham University, with Naval Air reservists.

University of Wisconsin, Madison, Wisconsin

Extension Division Television Committee: TV IDEAS - Proceedings of five television workshops held at the University of Wisconsin, Summer 1952.

Allen, William H.:EVALUATION OF FOREIGN LANGUAGE TV KINESCOPES AS SUPPLEMENTS

TO CLASSROOM TEACHING, Extension Television Research Program, Research Report No. 2, July 15, 1954.

WHAS-Television, Louisville, Kentucky

WHAS-TV PRESENTS "OPERATION CANCER", the story of WHAS-TV's cancer documentary April 22, 1953.

S O U R C E S O F G E N E R A L I N F O R M A T I O N

A. NATIONAL ORGANIZATIONS

American Council for Better Broadcasts (Leslie Spence, President, 423 N. Pinckney Street, Madison, Wisconsin)

Conducts opinion polls. Students of high schools throughout the country in which radio-television discrimination is taught are invited to participate. The Association is a joint undertaking of civic and educational groups; summarizes the polls taken and distributes to those organizations and groups who may be able to improve programs.

American Council on Education, Committee on Television (1785 Massachusetts Ave., N.W., Washington, D.C.)

EDUCATIONAL TELEVISION NEWSLETTER

Association for Education by Radio-Television (228 N. La Salle Street, Chicago 1, Illinois)

JOURNAL, published monthly except June, July, August and September. Journal goes to all Association members; $3 of $5 membership dues covers the subscription.

Federal Communications Commission (items below available from Government Printing Office, Washington 25, D.C.; complete list of FCC publications obtainable from FCC, Washington 25, D.C.)

THE COMMUNICATIONS ACT OF 1934 - 55¢

PART 3 OF FCC RULES (BROADCAST SERVICES) - 50¢

THE PUBLIC SERVICE RESPONSIBILITY OF BROADCAST LICENSEES, March 7, 1946 - 35¢

Joint Committee on Educational Television (1785 Massachusetts Ave., N.W., Washington 6, D.C.)

BOX SCORE ON EDUCATIONAL TELEVISION, monthly report of specific progress in terms of applications filed, construction permits granted and commencement of operation of educational stations.

ROUND-UP OF THE NATION'S PRESS, report of general progress in educational television, consisting of reprints of clippings from newspapers around the country.

FACTSHEET FOR EDUCATIONAL JOURNALS, monthly publication emphasizing trends, statistics, total national development, and including bibliography supplement, re-

port of workshops scheduled and new educational station personnel appointments.

JCET REPORTS, reference service in educational television including analyses of applications for reserved channels, FCC action concerning the educational reservations, operation of educational stations, engineering development and educational programming.

National Association for Better Radio and Television (882 Victoria Avenue, Los Angeles 5, California)

A national movement designed to raise the standards of radio and television programs in the United States. Their program of activities includes: guidance and in-listening and viewing guides; reprints of speeches and magazine articles; surveys and studies.

National Association of Educational Broadcasters (14 Gregory Hall, Urbana, Ill.)

NAEB NEWSLETTER, published monthly. Non-member subscription: $5 per year. Also publishes seminar and workshop reports as well as monitoring studies and committee reports.

National Citizens' Committee for Educational Television (Ring Bldg., Washington 6, D.C.)

EDUCATIONAL TELEVISION NEWS, bi-monthly newsletter reporting developments around the country in educational television.

Tele-Census (Hal Evry, 3259 Wilshire Blvd., Los Angeles 5, California)

Semi-annual surveys dealing with television's impact on our living habits, reflecting opinions of 2500 teleset owners in 16 economic districts of Greater Los Angeles.

B. RADIO-TELEVISION TRADE PRESS

Billboard (2160 Patterson Street, Cincinnati, Ohio)

Television Digest (Wyatt Bldg., Washington 5, D.C.)

FINAL TELEVISION ALLOCATION REPORT, FCC, April 14, 1952 ($5.00)

TELEVISION FACTBOOK, published bi-annually, January and July. Industry facts and statistics.

Broadcasting-Telecasting (1735 De Sales Street,N.W., Washington, D.C.)

FINAL TELEVISION ALLOCATION REPORT, FCC, April 14, 1952.

TELECASTING YEARBOOK, annual. List of television stations, broadcasting network directory, advertising agency directory. $5.00 per copy.

Radio Daily (1501 Broadway, New York, New York)

1953 RADIO ANNUAL, brief summaries of some of the trends and events in radio and television; listings of advertising agencies; station representatives, stations.

Variety (154 West 46th Street, New York 36, New York)

C. OTHER BIBLIOGRAPHIES

Radio and Television Bibliography, edited by Gertrude Broderick, Federal Security Agency Bulletin 1952 No. 18, U.S. Government Printing Office, Washington, D.C. - 15¢

Radio, Television and Education, an annotated bibliography prepared for AAUW members by Eleanor F. Dolan, American Association of University Women, 1634 Eye Street, N.W., Washington 6, D.C. - 35¢

Radio-Television Bibliography, edited by Burton Paulu, National Association of Educational Broadcasters, Urbana, Illinois, 1952 - $2.00

Literature and Reference Books About Television, Television Factbook, No. 18, January 15, 1954, pp. 192-196, edited by Mildred L. Joy.

Radio Reference Books and Publications - 1953, 1954 Broadcasting Yearbook-Marketbook.

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